

2045867637

SHIPMENT ACTIVITY THROUGH W/O 1/13/95

	SHIPMENT VOLUME (MM)			SHIPMENT SHARE (%)			INCOME FROM OPERATIONS		
	1994	1995†	1995e	1994	1995†	1995e	1994	1995†	1995e
Q 1	49.7	53.5	53.5	43.1	45.6	45.6			
Q 2	57.0	56.6	56.6	45.6	45.6	45.6			
Q 3	57.1	55.5	55.5	44.9	45.9	45.9			
Q 4	54.7	53.7	53.7	45.6	45.5	45.5			
Full Year	219.4	219.5	219.5	44.8	45.7	45.7			

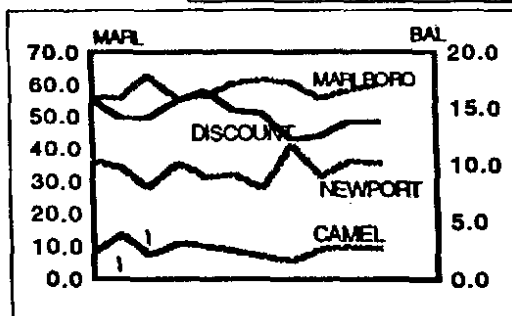
	WEEKLY GOING RATES w/o 1/13/95					SHIPMENT SHARE w/o 1/13/95				PRICING w/o 12/31/94		
	4Q 1994	Q1 1995	WEEK	QTD		WEEK	13WM	QTD		WEEK	4WM	4 WAGO
MARL	2,738	2,585	2,010	2,158		27.9		29.4	LOWEST	\$1.33	\$1.32	\$0.00
OPB	864	842	587	638		8.1		8.0	\$ GAP	\$0.55	\$0.60	(\$0.04)
PM DISC	785	831	587	638		8.1			% GAP	41.4%	45.5%	0.0%
PM-USA TOT	4,285	4,131	3,184	3,398		44.1		46.0	\$0.99 %	15%	15%	-1%
INDUSTRY			7,213	7,165								

†Q1 1995 adj 800 ml MCS units

	INVENTORY EXCESS (MM)				MCLANE SUMMARY (MM)		
	LAST QTR	YAGO	WEEK		WEEK	QTD	YTD
PM-USA				INBOUND			
RJR				OUTBOUND			
INDUSTRY				NET CHG			

1995 PERFORMANCE BENCHMARKS (%)

	PM	MARL	OPB	VA SLIMS	B&H	MERIT	BASIC SOC	PL SOM	DISCOUNT	LOWEST	\$ GAP	% GAP
SHIPMENTS												
NIELSEN	46.6	29.4	8.3	2.7	2.2	2.6	15.0	7.1	32.2			



YOUNG ADULT SMOKER VOLUMETRIC SHARES: LATEST 12 MONTHS

	1/94	2/94	3/94	4/94	5/94	6/94	7/94	8/94	9/94	10/94	11/94	12/94	1/95
MARL	56.2	55.5	62.7	55.2	56.3	60.1	61.2	60.5	55.5	58.0	59.7		
DISCOUNT	15.7	14.1	14.1	15.6	16.5	14.8	14.5	12.2	12.5	13.8	13.7		
NEWPORT	10.4	9.7	8.0	10.1	8.9	9.1	7.9	11.7	8.9	10.3	10.1		
CAMEL	8.2	13.5	7.4	10.8	10.0	8.4	6.7	5.5	9.1	9.8	9.2		

Source: PM Tracking